

# POR TFO LTO

GRAPHICS . TYPOGRAPHY . DESIGN

EMILY ANDRESEN

Hi, I'm Emily, I am a creative thinker who specializes in graphic design. My top priorities as a designer are integrating client feedback and brand identity. For the past year I have worked as a freelance graphic & landscape designer. I've enjoyed the challenges that come with working on a wide variety of projects. With a degree in Environmental Design, I also enjoy developing projects of my own that address sustainability. My interdisciplinary background provides me with a passion for crafting visual solutions. I have a solid foundation in the design principles and experience with project writing through my education and freelance work. I'm confident in my ability to design graphics that are strongly composed and memorable. I'm committed to continue learning about new tools and driven to exceed expectations.

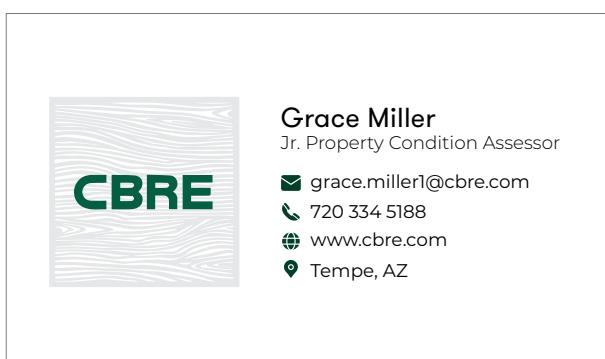
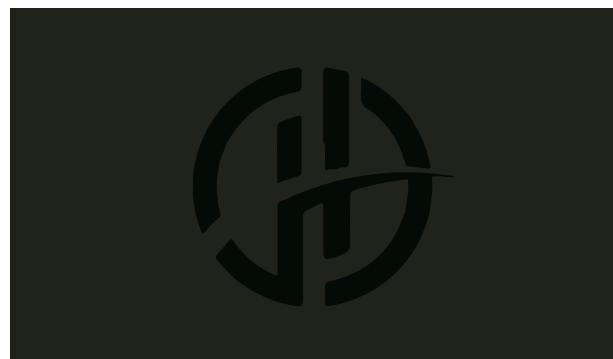
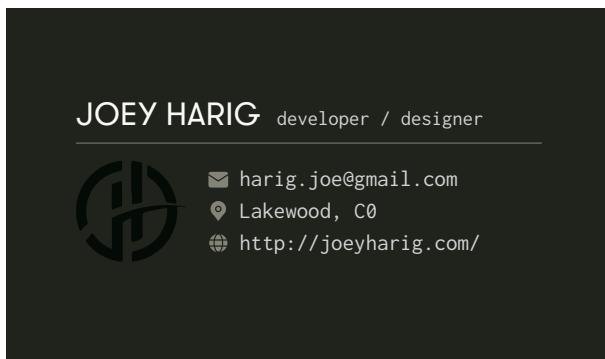
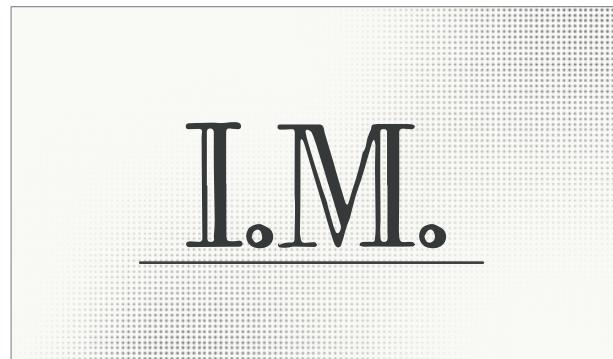
# DRESEN ENEMY

## CONTENTS

03 - 04	01. BUSINESS CARDS
05 - 06	02. ICONS
07 - 08	03. STICKERS
09 - 14	04. FLYERS & POSTERS
10	Winter Park
11 - 12	Boos & Booze
13 - 14	War Horse
15 - 20	05. INFOGRAPHIC   Snow Reservoir
21 - 24	06. MAPS & DIAGRAMS
22	Site diagrams, masterplan, & plant diagram
23 - 24	Site analysis diagrams & map

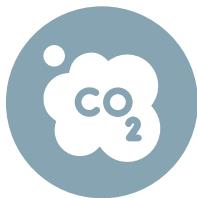
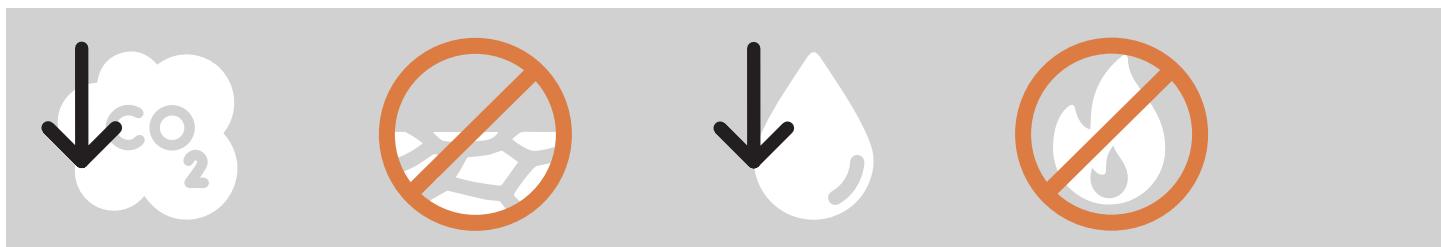
# BUSINESS CARDS

01.



# ICONS

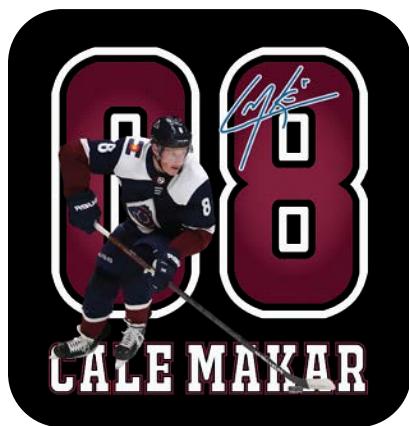
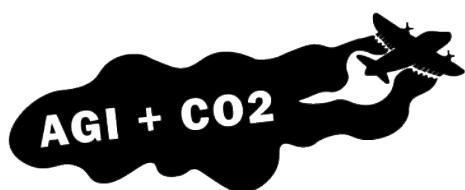
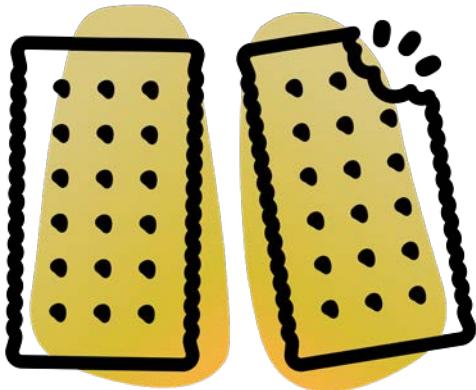
02.



07

# STICKERS

03.



# FLYERS & POSTERS

04.



1234 STREET NAME, CITY NAME

# 3RD ANNUAL



10.28  
2023

HALLOWEEN COSTUME PARTY

FREE ENTRY & PRIZES

COME HUNGRY, THIRSTY, & IN  
YOUR SPOOKIEST ATTIRE

WHEN  
6PM

SEE YOU THERE

# HALLOWEEN NIGHT



13



WAR HORSE



# INFO- GRAPHIC

05.

# SNOW RESERVOIR

E L D O R A



# BRINGING WATER TO THE FOREFRONT

The ski industry may all but disappear in the coming decades. As climate change progresses the industry has seen little innovation. In response to our changing climate, **snowmaking** at ski resorts has become a common and problematic practice.

Ski resorts similar to Eldora use ~250 million gallons of water over a single season. **Snowmaking requires a substantial amount of water** and energy. Eldora's water consumption from snowmaking creates harmful consequences for downstream communities.

Snowmaking can extend winter recreation, however this excessive use of water is not sustainable. Permeable pavement, snow fences, **strategic snow collection**, and additional **reservoirs** must be incorporated at Eldora. These additions to the resort will reduce water consumption and put Eldora at the forefront of climate adaptation.

## Western Water Law

The use of Colorado's water is determined by the **Prior Appropriation System**. This system controls who uses how much water, the types of uses allowed, and when water can be used. Colorado water rights are unique to the state and restrictive to those who don't own water rights. Water rights are not easily acquired, therefore improving water management can be difficult to implement.

## Overconsumption Consequences



### Emissions

Co<sub>2</sub> emissions from excessive water pumping



### Fire-prone

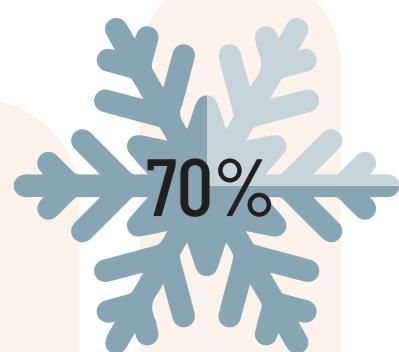
Extensive water use leaves resort fire-prone



### Drought

Water depletion causes drought downstream

## Energy Consumption Allocation



Snowmaking accounts for nearly 70% of a resort's total energy consumption (avg)

**250 MILLION**

Gallons of water used during a single season at a resort

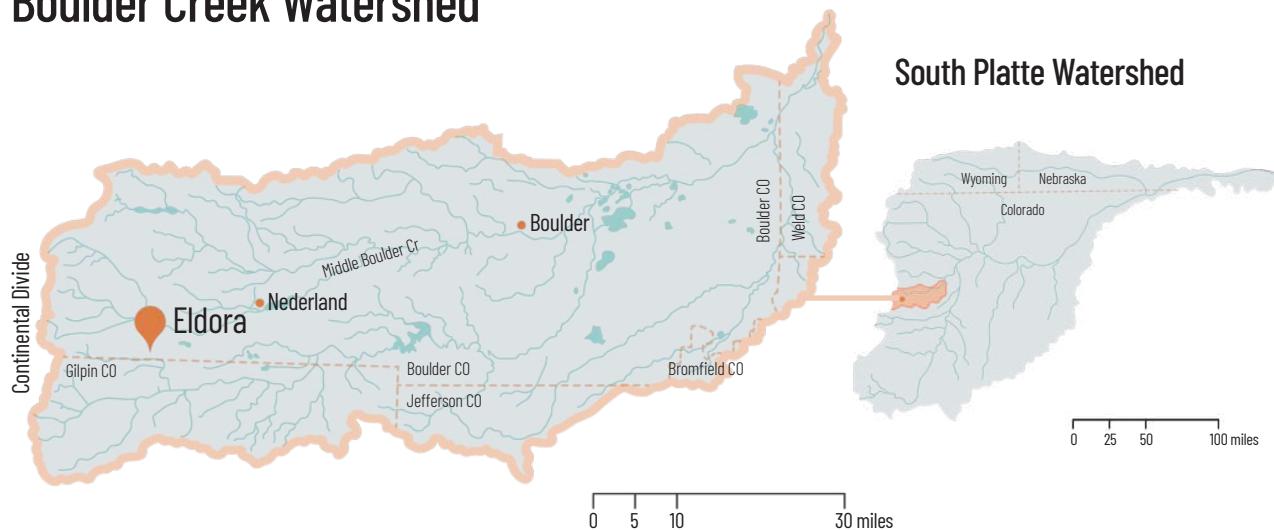
**200 THOUSAND**

Gallons of water to cover an acre of terrain with a foot of snow

**680 ACRES**

Total terrain, 53 trails, and snowmaking Oct-Feb at Eldora

## Boulder Creek Watershed



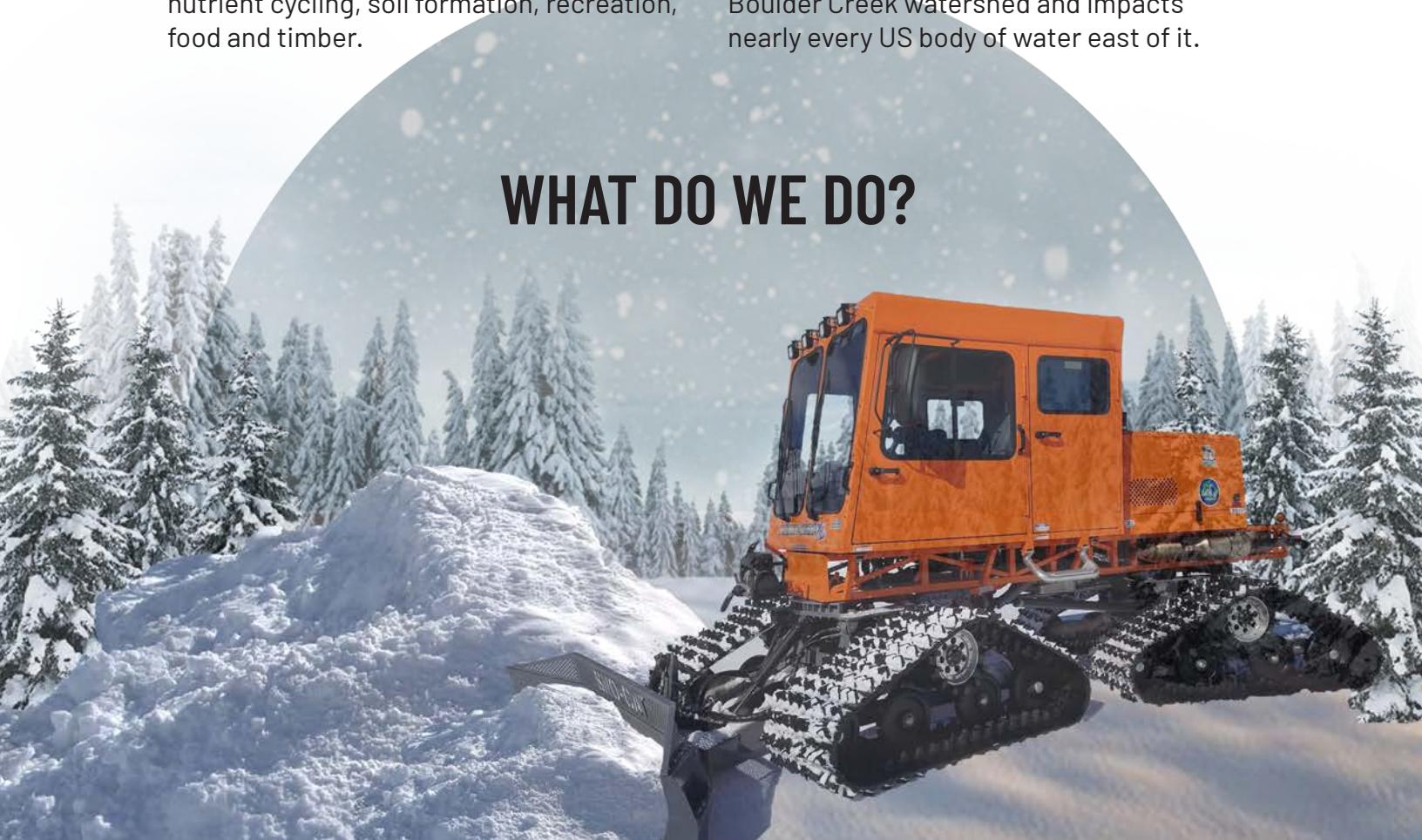
### What's a Watershed?

Watersheds are extremely important. Healthy intact watersheds provide many ecosystem services that are necessary for our social and economic well-being. These services include water filtration and storage, air filtration, carbon storage, nutrient cycling, soil formation, recreation, food and timber.

### Why's this Important?

Eldora sits in a critical position within Boulder Creek and the greater South Platte watershed. The continental divide—the hydrological divide of the Americas—is only a few miles from the resort. This means Eldora is at the headwaters of the entire Boulder Creek watershed and impacts nearly every US body of water east of it.

## WHAT DO WE DO?

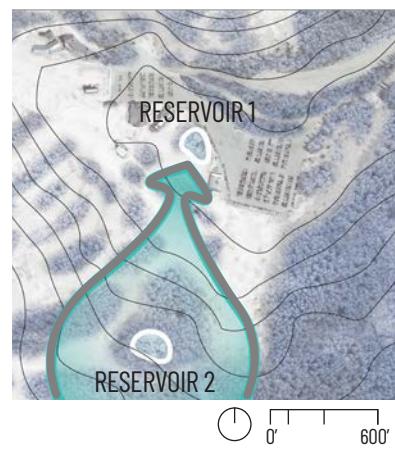


## RESERVOIRS & SNOW COLLECTION

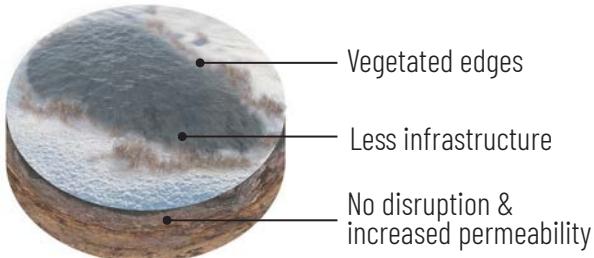
Eldora can adapt to climate change by incorporating two new **reservoirs** and a strategic **snow collection** plan. The reservoirs would be closer to ski runs and rely on gravity, not pumping, to collect and **recycle water**. Moving reservoirs closer to runs and snowmaking machines means Eldora could operate on less water and produce less emissions.

Eldora's vehicles can also play a crucial role in reducing water and emissions. **Snow cats** are used at Eldora daily to groom runs and clear parking lots. New routes should be established so snow cats operators push snow towards the new reservoirs. As the snow melts it recharges the reservoirs. Snow cats would expedite the time it takes to **recharge reservoirs** so no excess water is required to be pumped from further sources.

### Snow Cat Routes



### Proposed Snow Reservoirs



### Existing Retention Ponds



### HELPFUL ADDITIONS

#### PERMEABLE PAVERS



Install in areas vulnerable to erosion

#### SAFETY FENCE



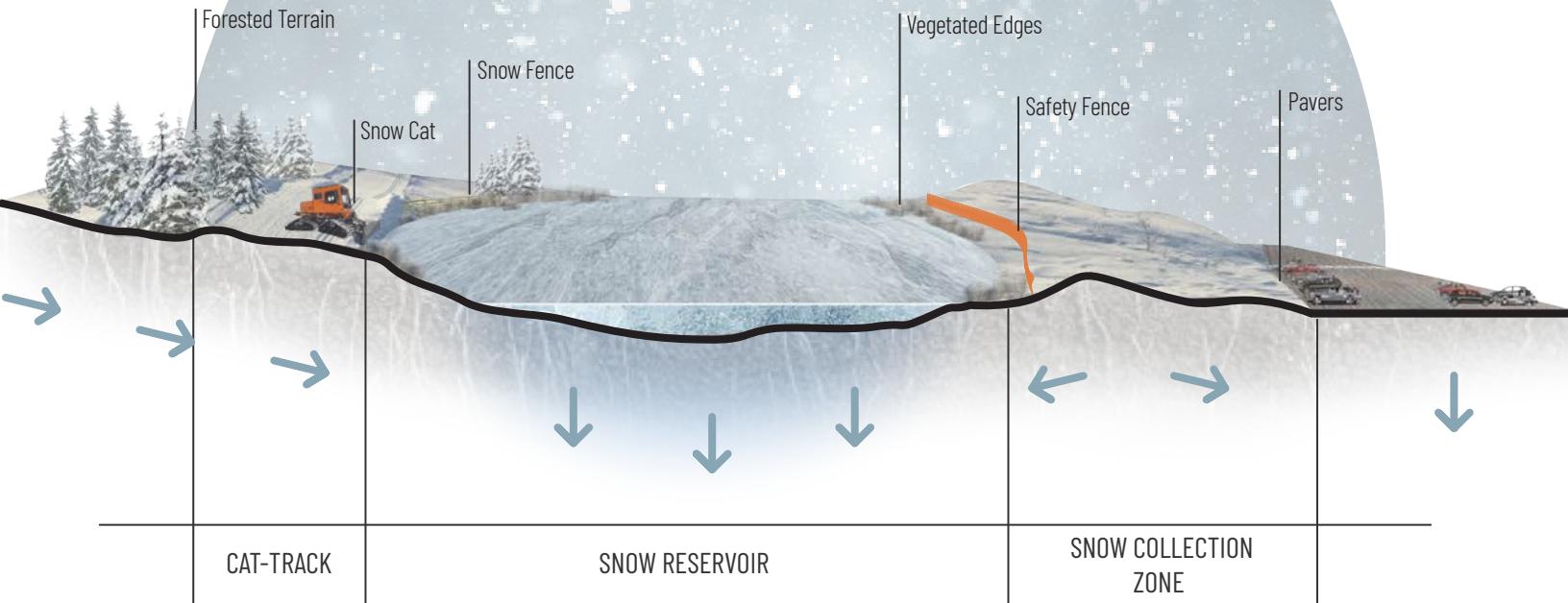
Use around reservoirs to increase safety

#### SNOW FENCE



Install around reservoirs to collect snow

## SNOW RESERVOIR WATER CYCLE



### Benefits



Increased fire protection



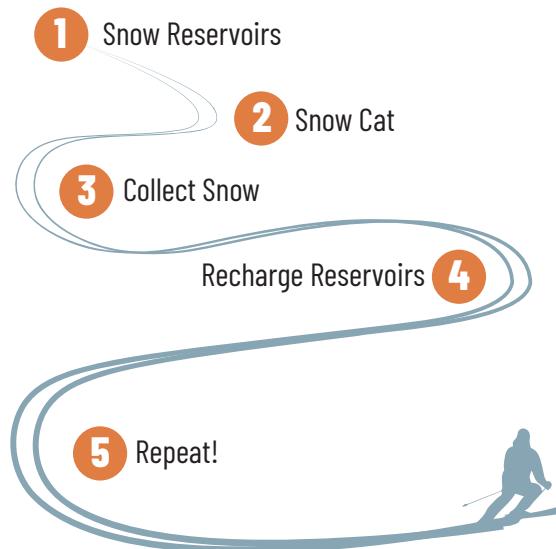
less impact on watershed



Increased erosion control



Reduced emissions



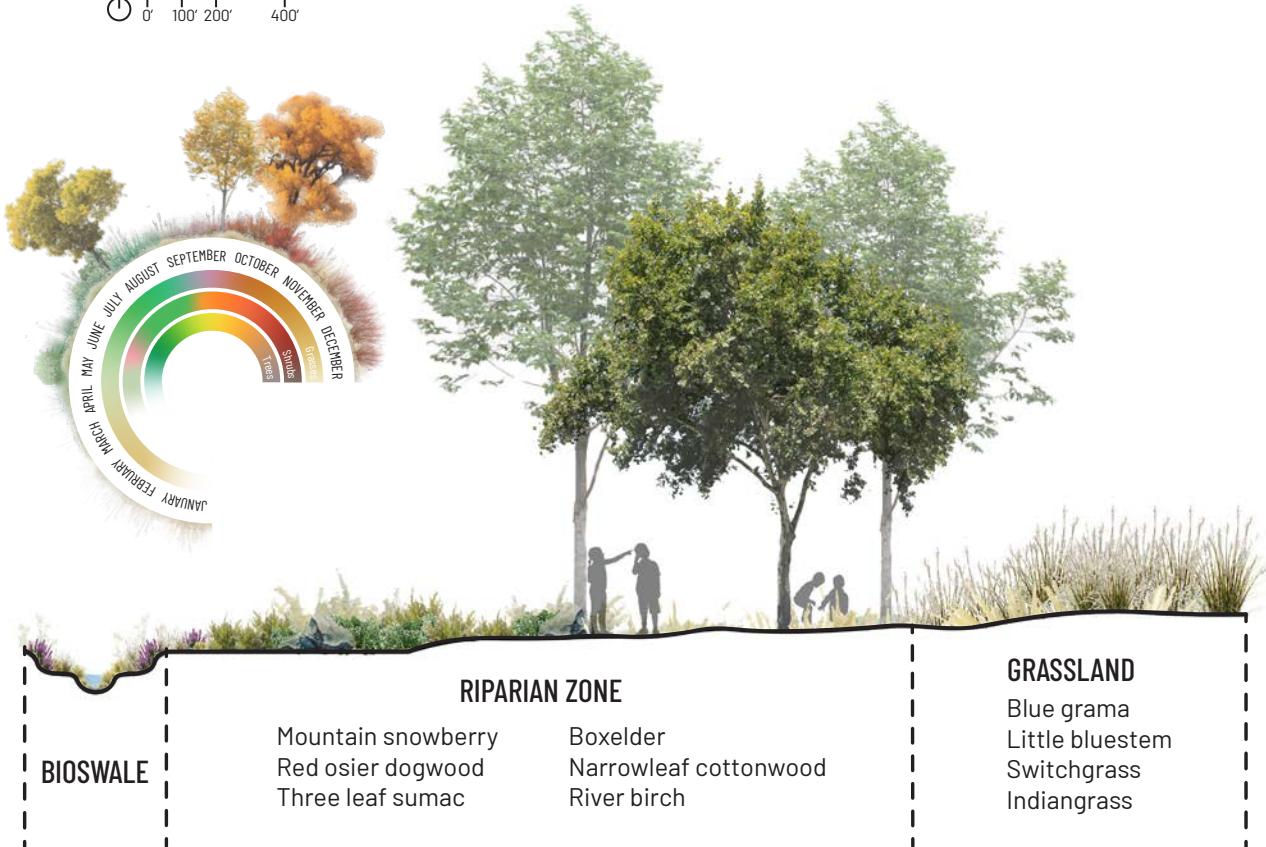
### Path to Success

Rather than concealing reservoirs, water should be brought to the forefront. Visible reservoirs remind and educate visitors that this industry is water intensive.

Updating water processes is an essential step for resort's to address climate change. With this proposal, Eldora ski resort can serve as an innovator on the forefront of change in the community.

# MAPS & DIAGRAMS

06.



# Pearl Street Mall : A Case Study

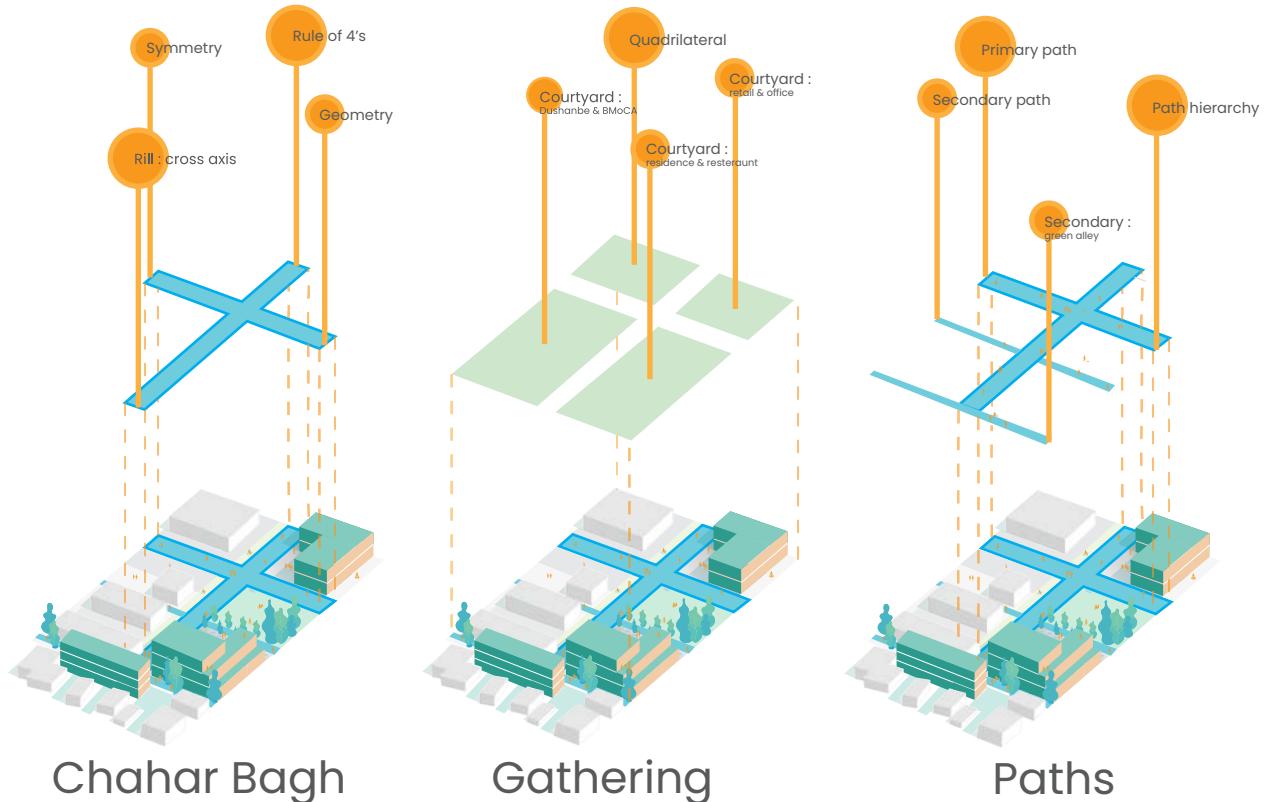
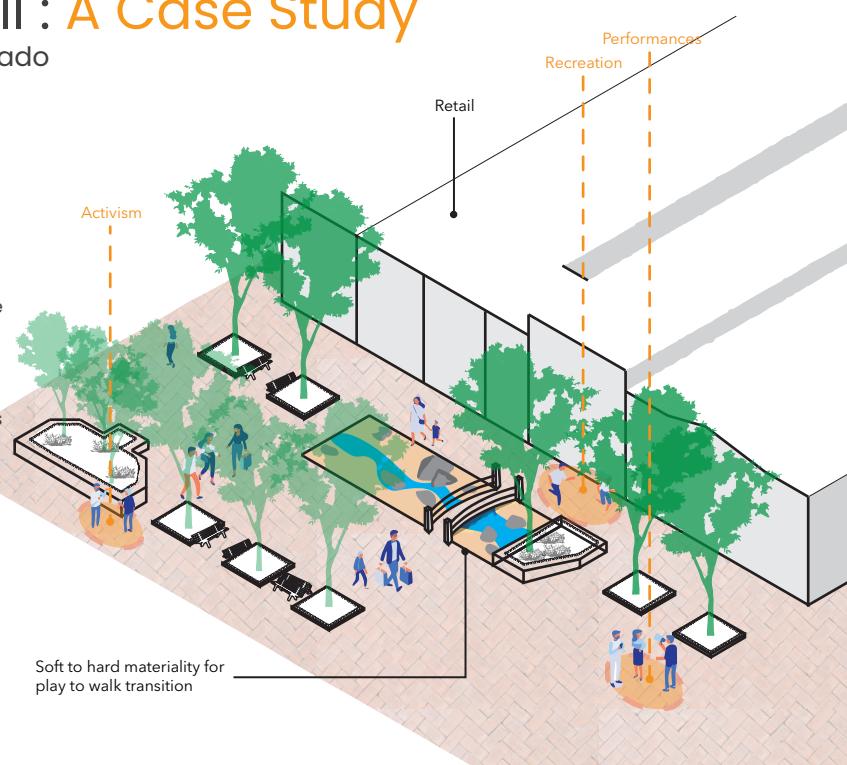
13th & Pearl St • Boulder, Colorado

Chance contact is a type of **civic mixing** found at Pearl St. mall. Many are drawn to this area from the adjacent streets, 13th and 14th.

Pedestrians can be seen shopping, walking, sitting, playing, and people watching. **Chance contact** interactions are observed at storefronts and in the middle of the mall.

This section of Pearl st. is a **linear transitional space**. Here the mall has areas for gathering like playgrounds, benches, flowerbeds, and stores. Pearl st. is distinct from other areas because there's a variety of stores that are well dispersed rather than zoned.

The site creates synergy between stores and design. Mixing different types of retail on the same axis pulls users along the entirety of Pearl, increasing **walkability**.



# Green Circulation

13th & Arapahoe • 14th & Canyon

A significant factor that influences user behavior and this is the lack of plantings. Several high traffic multi-use paths and designated bike routes run around the site, but not within it.

BHS is diagonal to the site and produces much of the pedestrian traffic. Trees and lawns line highly used paths leading to and from the school. Therefore, I believe green space and **trees directly increase the usage of paths**.

On-site **trees are exclusive to the perimeter**, causing little to no use of paths. By not planting throughout the site, it won't draw pedestrians and becomes a **deterrant**.

The area feels like private property and that one shouldn't walk here. This is a glaring problem because the city intend for the area to be a **community and cultural space** for all.

Paths that run along building that should draw attention like BMoCA, the Dushanbe Teahouse, and the plaza are actually some of the most lightly used by pedestrians. Engaging a community in 13th & Arapahoe to 14th & Canyon will not be successful where there is a **disconnect between greenery and paths**.



## Legend

- |  |             |   |             |
|--|-------------|---|-------------|
| <span style="background-color: red; width: 10px; height: 10px; display: inline-block;"></span>       | Schools     | <span style="border: 1px solid black; width: 10px; height: 10px; display: inline-block;"></span>  | Buildings   |
| <span style="background-color: green; width: 10px; height: 10px; display: inline-block;"></span>     | Green space | <span style="background-color: yellow; width: 10px; height: 10px; display: inline-block;"></span> | Paths       |
| <span style="background-color: darkgreen; width: 10px; height: 10px; display: inline-block;"></span> | Trees       | <span style="background-color: red; width: 10px; height: 10px; display: inline-block;"></span>    | Circulation |



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